

**WHAT IS CLAIMED IS:**

1. A method of calling a function by keyword detection in a portable communication terminal apparatus, comprising the steps of registering a function provided for the portable communication terminal apparatus in association with a predetermined word (keyword), and when the registered keyword is extracted from character data displayed on a display screen of the portable communication terminal apparatus, calling and executing the function registered in the portable communication terminal apparatus in association with the extracted keyword.
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2. A method according to claim 1, wherein the extracted keyword is inverted/displayed.
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3. A method according to claim 1, wherein the function comprises a function selected from a melody playback function, sound effect function, voice function, display light blinking function, backlight blinking function, and vibration motor control function or a combination thereof.
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4. A method according to claim 2, wherein the function comprises a function selected from a melody playback function, sound effect function, voice function, display light blinking function, backlight blinking function, and vibration motor control function or a
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combination thereof.

5. A method according to claim 1, wherein the function comprises a function of registering display character data following the extracted keyword in a  
5 built-in memory.

6. A method according to claim 2, wherein the function comprises a function of registering display character data following the extracted keyword in a built-in memory.

10 7. A method according to claim 1, wherein the function comprises a function of replacing the extracted keyword with another character or an illustration.

8. A method according to claim 2, wherein the function comprises a function of replacing the extracted  
15 keyword with another character or an illustration.

9. A portable communication terminal apparatus comprising a CPU for controlling a function provided for said portable communication terminal apparatus, a storage section including a ROM used as an area in which a program  
20 for operating said CPU is stored and a RAM used as an area for temporarily storing data during operation of said CPU and retaining data registered by a user, a display section used to display a character and graphic pattern under the control of said CPU, a ten-key pad operating section for  
25 allowing the user to perform key input operation, and a

button control section used to transfer data key-input by the user to said CPU,

wherein a keyword table in which the function associated with a predetermined word (keyword) and an operation of executing the function are registered is stored in the RAM of said storage section, and  
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said CPU comprises means for looking up the keyword table, means for extracting the keyword from character data displayed on said display section and displaying the  
10 keyword in a recognizable form, and means for calling the function associated with the extracted keyword and controlling execution of the function when a function execution instruction is received from said button control section.

15 10. An apparatus according to claim 9, wherein the keyword table stored in the RAM is configured such that a registered content can be changed or a content can be added.

11. An apparatus according to claim 9, further  
20 comprising means for inverting/displaying the extracted keyword as means for displaying a keyword in a recognizable form.

12. An apparatus according to claim 10, further comprising means for inverting/displaying the extracted  
25 keyword as means for displaying a keyword in a

recognizable form.

13. An apparatus according to claim 9, wherein said portable communication terminal apparatus comprises an output section used to output an audio signal, a backlight 5 used to illuminate said display section, a display light ON/OFF-controlled by said CPU, and a vibration motor which is ON/OFF-controlled by said CPU to generate vibrations to be felt by a user, and said CPU comprises means for controlling one operation selected from melody playback, 10 sound-effect operation, voice outputting operation by said sound output section, blinking of said display light, blinking of said backlight, control of said vibration motor or a combination thereof.

14. An apparatus according to claim 9, wherein said 15 CPU comprises a function of registering displayed character data following the extracted keyword in a built-in memory upon reception of a function execution instruction from said button control section.

15. An apparatus according to claim 9, wherein said 20 CPU comprises a function of replacing the extracted keyword with another character or an illustration and displaying the character or illustration upon reception of a function execution instruction from said button control section.

25 16. An apparatus according to claim 15, wherein said

CPU comprises a function of replacing the extracted keyword with another character or an illustration and displaying the character or illustration upon reception of a function execution instruction from said button control section.

17. An apparatus according to claim 15, wherein said CPU comprises a function of replacing the character or illustration with the original keyword and display the keyword upon reception of a function execution instruction from said button control section.

18. An apparatus according to claim 16, wherein said CPU comprises a function of replacing the character or illustration with the original keyword and display the keyword upon reception of a function execution instruction from said button control section.

19. An apparatus according to claim 9, further comprising means for transmitting the keyword table stored in said storage section, and means for storing the keyword in said storage section.